

119TH CONGRESS
2D SESSION

H. R. 9371

To require disclosure when personalized algorithmic pricing is used, and
for other purposes.

IN THE HOUSE OF REPRESENTATIVES

JUNE 18, 2026

Mr. SUBRAMANYAM (for himself and Ms. GOODLANDER) introduced the
following bill; which was referred to the Committee on Energy and Commerce

A BILL

To require disclosure when personalized algorithmic pricing
is used, and for other purposes.

1 *Be it enacted by the Senate and House of Representa-*
2 *tives of the United States of America in Congress assembled,*

3 **SECTION 1. SHORT TITLE.**

4 This Act may be cited as the “Shedding Light on Al-
5 gorithms Setting Higher Prices Act” or the “SLASH
6 Prices Act”.

7 **SEC. 2. DATA PRICING DISCLOSURE REQUIRED.**

8 (a) REQUIREMENTS.—

9 (1) DISCLOSURE.—

1 (A) PERSONALIZED ALGORITHMIC PRIC-
2 ING.—A covered person shall disclose to a con-
3 sumer if the covered person is using personal-
4 ized algorithmic pricing to charge different
5 prices for the same goods and services.

6 (B) DISCLOSURE REQUIREMENTS.—The
7 disclosure required by subparagraph (A) shall—

8 (i) include a notice in writing stating:

9 “This price was set by an algorithm using
10 your personal data.”; and

11 (ii) be prominently displayed in the
12 same place as each offered price.

13 (2) OPT-OUT.—

14 (A) OPT-OUT REQUEST.—A covered person
15 shall provide a mechanism for and immediately
16 comply with an authenticated consumer request
17 to opt-out of personalized algorithmic pricing.
18 The opt-out request shall clearly communicate
19 the price of the goods or service that the cus-
20 tomer will be offered once the customer has
21 opted out.

22 (B) OPT-OUT DISCRIMINATION PROHIB-
23 ITED.—A covered person may not discriminate
24 against a consumer who makes a request under
25 subparagraph (A), including by denying goods

1 or services, marking up rates or prices for con-
2 sumers who have opted out, or providing a dif-
3 ferent level of quality of goods and services to
4 the consumer.

5 (3) NOTIFICATION.—A covered person shall no-
6 tify the Commission—

7 (A) if the covered person starts to use per-
8 sonalized algorithmic pricing to charge different
9 prices for the same goods and services; and

10 (B) if the covered person stops such use.

11 (b) EXEMPTIONS.—The requirements of subsection
12 (a) do not apply to the following:

13 (1) Any service or product relating to insurance
14 or credit.

15 (2) Use of dynamic pricing.

16 (3) A discount program available to broadly de-
17 fined groups like teachers, service members, senior
18 citizens, students, and veterans.

19 (4) The use of geographic location data for the
20 purpose of calculating fare for a ride share or for-
21 hire vehicle service.

22 (5) The use of geographic location data or an
23 internet protocol address to determine the jurisdic-
24 tion in which an individual is located solely for the
25 purpose of any of the following:

1 (A) Limiting offered products or services
2 to those available in the jurisdiction.

3 (B) Displaying prices in the appropriate
4 currency.

5 (C) Calculating jurisdiction specific taxes.

6 (D) Complying with jurisdiction specific
7 regulatory requirements.

8 (6) Differences in prices based solely on dif-
9 ferences in delivery distance or delivery time.

10 (7) Individualized prices that are offered to a
11 consumer as a credit, rebate, or discount in response
12 to a consumer complaint, service disruption, delivery
13 issue, billing error, or other similar customer service
14 interaction.

15 (c) REPORTING OF VIOLATIONS.—Not later than 1
16 year after the date of the enactment of this Act, the Com-
17 mission shall provide a method for individuals to report
18 violations of this Act, which may include the reporting of
19 violations in the Consumer Sentinel Network.

20 (d) ENFORCEMENT BY FEDERAL TRADE COMMIS-
21 SION.—

22 (1) UNFAIR OR DECEPTIVE ACTS OR PRAC-
23 TICES.—A violation of subsection (a) or a regulation
24 promulgated under such subsection shall be treated
25 as a violation of a regulation under section

1 18(a)(1)(B) of the Federal Trade Commission Act
2 (15 U.S.C. 57a(a)(1)(B)) regarding unfair or decep-
3 tive acts or practices.

4 (2) POWERS OF COMMISSION.—The Federal
5 Trade Commission shall enforce subsection (a) and
6 any regulation promulgated under such subsection in
7 the same manner, by the same means, and with the
8 same jurisdiction, powers, and duties as though all
9 applicable terms and provisions of the Federal Trade
10 Commission Act (15 U.S.C. 41 et seq.) were incor-
11 porated into and made a part of this section. Any
12 person who violates such subsection or a regulation
13 promulgated under such subsection shall be subject
14 to the penalties and entitled to the privileges and
15 immunities provided in the Federal Trade Commis-
16 sion Act.

17 (e) ACTIONS BY STATES.—

18 (1) IN GENERAL.—In any case in which the at-
19 torney general of a State, or an official or agency of
20 a State, has reason to believe that an interest of the
21 residents of such State has been or is threatened or
22 adversely affected by an act or practice in violation
23 of subsection (a) or a regulation promulgated under
24 such subsection, the State, as *parens patriae*, may
25 bring a civil action on behalf of the residents of the

1 State in an appropriate State court or an appro-
2 priate district court of the United States to—

3 (A) enjoin such act or practice;

4 (B) enforce compliance with such sub-
5 section or such regulation;

6 (C) obtain damages, restitution, or other
7 compensation on behalf of residents of the
8 State; or

9 (D) obtain such other legal and equitable
10 relief as the court may consider to be appro-
11 priate.

12 (2) NOTICE.—Before filing an action under this
13 subsection, the attorney general, official, or agency
14 of the State involved shall provide to the Federal
15 Trade Commission a written notice of such action
16 and a copy of the complaint for such action. If the
17 attorney general, official, or agency determines that
18 it is not feasible to provide the notice described in
19 this paragraph before the filing of the action, the at-
20 torney general, official, or agency shall provide writ-
21 ten notice of the action and a copy of the complaint
22 to the Federal Trade Commission immediately upon
23 the filing of the action.

24 (3) AUTHORITY OF FEDERAL TRADE COMMIS-
25 SION.—

1 (A) IN GENERAL.—On receiving notice
2 under paragraph (2) of an action under this
3 subsection, the Federal Trade Commission shall
4 have the right—

5 (i) to intervene in the action;

6 (ii) upon so intervening, to be heard
7 on all matters arising therein; and

8 (iii) to file petitions for appeal.

9 (B) LIMITATION ON STATE ACTION WHILE
10 FEDERAL ACTION IS PENDING.—If the Federal
11 Trade Commission or the Attorney General of
12 the United States has instituted a civil action
13 for violation of subsection (a) or a regulation
14 promulgated under such subsection (referred to
15 in this subparagraph as the “Federal action”),
16 no State attorney general, official, or agency
17 may bring an action under this subsection dur-
18 ing the pendency of the Federal action against
19 any defendant named in the complaint in the
20 Federal action for any violation of such sub-
21 section or regulation alleged in such complaint.

22 (4) RULE OF CONSTRUCTION.—For purposes of
23 bringing a civil action under this subsection, nothing
24 in this Act shall be construed to prevent an attorney
25 general, official, or agency of a State from exercising

1 the powers conferred on the attorney general, offi-
2 cial, or agency by the laws of such State to conduct
3 investigations, administer oaths and affirmations, or
4 compel the attendance of witnesses or the production
5 of documentary and other evidence.

6 (f) DEFINITIONS.—In this section:

7 (1) ALGORITHM.—The term “algorithm” means
8 a computational automated process that uses a set
9 of rules to define a sequence of operations.

10 (2) COMMISSION.—The term “Commission”
11 means the Federal Trade Commission.

12 (3) COVERED PERSON.—The term “covered
13 person” means an individual, business, or other enti-
14 ty that sells goods or services online or in person.

15 (4) DYNAMIC PRICING.—The term “dynamic
16 pricing” means a flexible pricing model in which
17 prices are set using real-time market conditions that
18 does not use personal data.

19 (5) PERSONAL DATA.—The term “personal
20 data” means any data that identifies or could rea-
21 sonably be linked, directly or indirectly, with a spe-
22 cific consumer or device.

23 (6) PERSONALIZED ALGORITHMIC PRICING.—
24 The term “personalized algorithmic pricing” means
25 a form of dynamic pricing which uses an algorithm

1 to set unique prices for individuals based on their
2 personal data.

3 (g) EFFECTIVE DATE.—This Act shall take effect
4 one year after the date of the enactment of this Act.

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